

## Travel Trade Seminars

Working with HPCE (Hawaii Promotion Committee East), HTJ conducted a series of seminars for the travel trade in Japan in May. Starting in Sendai on the 19th, Sapporo on the 20th and Tokyo on the 25<sup>th</sup>, the seminars covered new ways to present the six islands of Hawaii and information about those islands based on the HTJ concept of "6 islands, 6 surprises." The number of attendance for these seminars is as follows: 60 (Sendai), 81 (Sapporo) and 232 (Tokyo, 2 sessions).

The "Hawaii Planning and Sales Guide" was also distributed to the attendees. This sales guide was produced specifically for seminars of this type and illustrated effective ways and means of marketing Hawaii. If you wish to have a copy (in Japanese), please contact HTJ Liaison Office, 808-926-8151.



Additionally, two seminars were held in Hiroshima on May 20, one to address 100 members of the Hiroshima Chamber of Commerce and the Honolulu Japanese Chamber of Commerce, and the other, 100 teachers on the subject of overseas school trips.

On June 3, Takashi Ichikura, Executive Director, addressed the American Chamber of Commerce and Japan Travel Industry Committee members on Hawaii marketing and HTJ activities. About 30 people came to this presentation.

## HTJ FAM Tour for Travel Agents

"Hawaii for the Senior Market" was the theme of the HTJ FAM Tour, conducted June 2 - 7. With the generous offer of China Airlines for the Business Class tickets and cooperation from Aloha Airlines, agents from Tokyo had a taste of what "active seniors" can hope to expect from the Islands of Hawaii.



The group first flew to Lanai and was awed by the elegance of the Lodge at Koele. To most of them, this was the first time to visit Lanai. The image of Lanai being an island for only playing golf was happily changed after they engaged in various activities available on the island; some went clay shooting (the first time for every participant!!!) and the others went golfing, as horseback riding on that day was not available. At night, they even enjoyed a swim and Jacuzzi under the full moon.

Back on Oahu, they engaged in non-stop activities, starting with the dolphin tour where they swam with the dolphins, hula dancing, a ukulele lesson, lei-making and hiking. Site inspections included

The Lodge at Koele and Manele Bay Hotel in Lanai, JW Marriott Ihilani, Ko'Olina golf course, Waikiki Beach Marriott and the Hilton Hawaiian Village. The agents visited the Bishop Museum and Iolani Palace for a cultural and historical experience and the Honolulu Academy of Arts for a glimpse of the art scene in Hawaii. The finishing touch to the FAM tour was the beautiful sunset viewed on the Royal Sunset Dinner Cruise on the Navatek I.

Fun ended there for the agents who headed back to Tokyo on June 7 to get back to work and make what they experienced on the islands available to their customers in an attractive package.

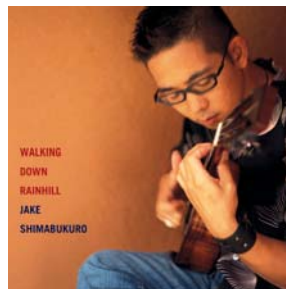
## What's Coming Up

HTJ is planning the following seminars in June:

June 22: Hawaii Seminar 2004 Osaka (with OHPC), followed by a reception hosted by HTJ, inviting 65 management personnel from the travel industry.

June 23: Hawaii Seminar 2004 Nagoya (with OHPC & HPCE)

## Jake: Upcoming Activities in Japan



Jake helped us celebrate the UA flight addition by giving a performance at Narita Airport to the audience of departing passengers on June 11. On June 23, his third album "Walking Down Rainhill" will be released from Sony Music in Japan. The album has "Rainbow" an original number Jake wrote for HTJ and was used as a music track in the HTJ TV commercials.

Jake was in Japan to promote his new album, and prior to the album release, Jake gave a mini concert in Tokyo in front of 300 people from the media. During the concert he talked about the attractions of Hawaii, and it was broadcast live on 13 FM stations in Japan (for details, please visit: [www.jakeshimabukuro.net](http://www.jakeshimabukuro.net)). Three morning talk shows on national network TV channels covered his concert the following morning. As you all know, Jake has been receiving a number of awards this year, from the very prestigious Na Hoku Hanohano Awards to the Japanese Foreign Minister's Commendation, which Hawaii should be very proud.

## Yahoo! Travel

HTJ has been providing Yahoo! Travel with information on various aspects as well as undiscovered attractions of Hawaii. In July, we are planning a special on Kids' Programs and we invite you to send in information about your program to be introduced on Yahoo! Travel website @ <http://travel.yahoo.co.jp>. Please send in your information to: Yumi Ozaki, [y.ozaki@htjapan.jp](mailto:y.ozaki@htjapan.jp).

## HTJ's Media Support

Nikkei Business is a weekly magazine in Japan with a circulation of 350,000, and will publish a free-standing insert of Hawaii Special in its Sept. 6 issue. It will cover: a historical background of Hawaii, culture and tradition, natural heritage, long stay accommodations such as timeshare as well as conventions and incentives. ( For further information, please contact: Audrey Higuchi at 212-244-5610, e-mail: [agucci2@verizon.net](mailto:agucci2@verizon.net).)

Diamond Weekly, with a circulation of 134,530, has been featuring Hawaii every year for nearly ten years, targeting toward business executives. It presents Hawaii as a business and incentive travel destination, covering such timely business subjects as time share, wedding market and shopping mall developments. Neighbor islands and golf-related information are also featured in every Hawaii Special. This Hawaii Special will appear in the November 6 issue (on-sale Nov. 1).

For both of these publications, HTJ is providing support in whatever way possible, such as information gathering.

## From the HTJ Tokyo Newsletters

(Newsletter Vol. 13) "Hawai'i Convention Center launches Japanese-language website and begins sales calls in Japan."  
The site introduces the floor layout, various services, event planners handbook and other information.

(Newsletter Vol. 14) "You can make HTJ theme song the melody ring tone on your cell phone"  
Cell phone users in Japan can now download "Rainbow," the HTJ theme song written by Jake Shimabukuro, on their cell phones through the official site of NTT Docomo beginning June 15. Subscribers to KDDI au, Vodafone and DDI will be able to do the same via their respective official websites beginning June 17. In addition to the HTJ website, these four official sites can also be an effective way to find out about the attractions of Hawaii (service ends July 20).

(Newsletter Vol. 14) "Big Island Visitors Bureau launches Japanese-language website <http://www.hawaiiBIGISLANDJP/>."  
This new website introduces various information useful to the Big Island visitors. The contents were updated on June 15 and the locals such as George Applegate and other BIVB members revealed the attractions of the Big Island.

Mahalo and Aloha!